GARAGE FOR THE CAR OWNER

Private House for the Machine that

Comes "Knocked Down." LATEST THING IS CONVENIENCE

Portable Garage of Fireproof Material that Affords Means for Housing and Cleaning Cars is Now

Offered.

With approximacely 700,000 automobiles in use in the United States, the question of housing them has become a serious problem. In fact, it has rather overshadowed the repeated interrogation of "What becomes of the thousands of old and worn out cars?" The latter question was answered simply. There are no old and worn out cars, while the former is ever present

and insistently growing. When there is a demand there is undoubtedly a supply, and it remained for a firm of St. Paul manufacturers to meet that demand in what is known as the "Pruden" system of metal, portable, fireproof automobile garages. One of the structures has just been erected at Twentyfirst and Farnam by the Kirkland-Hicken company, and daily attracts hundreds of people on account of its design and conatruction.

Advantage of a Home.

With the increasing use of the automobile It is becoming more and more the custom to house the machine on the premises of the owner, particularly in rural and suburban places, where the owner finds it more convenient and economical to keep the car at home. He saves from \$10 to \$30 a month on storage and cleaning, knows the car will not be taken out without his permission for "joy riding," and has it always handy for use and inspection, this proximity to the house being an especially desirwhen one wants to get warmed up, washed

than in former years, since automobiles built on the underslung principle, which average owner of a runabout or small of the higher cars. touring car finds it no very troublesome task to clean and adjust his car as use and circumstances demand; or, if his premises are large enough to warrant employing a man for general work, the cleanng of the car at least can be delegated to firm safely if he possesses ordinary in-

Accommodations Adjusted.

Usually, in suburban places or the outlying residential parts of cities, the disfor that reason there is no need to provide extensive repair facilities in the private garage. They can be of the simplest room; in fact, can be disposed on an ordinary workbench and in a small wall cabi-Consequently, the structure for housing the automobile does not need to be any larger than will afford protection to cleaning, oiling and adjusting it.

not care to spend several hundred dollars the number of high powered cars o total loss to him in event of a change of sioners or heads of departments.

Portable Garage Solves Problem.

tire plant to this business. The portable garage is generally used for housing one and sometimes two cars. Pete Deermont is racing up and down Farbut it can be bought in a variety of styles nam street waving his red covered "motorand sizes and is, in fact, usually of such ist" and receiving congratulations on every construction that the dimensions can be in- hand for producing the largest regular iscreased indefinitely, at least in one direc- sue of his interesting magazine. The Seption, by adding units to the walls and roof. tember issue is as large as the special show They are so simple to put together, and number of last February and is the result such explicit directions for erecting are entirely of a simple, steady, healthy growth sent to the purchaser when shipping the and the tireless, aggressive efforts of Deersections, that expert carpenters do not mont. need to be hired, but when carpenters are hired they can erect the garage in a day. Maxwell cars and Columbia-Knight cars

Cost is Slight. out is the fact that the cost of one of engines made from the same patterns that these garages, erected and ready for use, is have been used to produce the Knight enusually considerably less than the cost of sine successfully used in foreign cars for building a permanent garage of equal size, over four years. The big \$1,280 Maxwell serviceability and appearance. Knockdown touring car is certain to have a big sale or sectional garages can be bought at prices | this fail. ranging from \$128 for one 10x12 feet outside measurements, with gable roof, double-This garage has one coat of priming paint cars. and needs only one finishing coat of the color desired after it has been erected. Fireized steel, which does not need to be could be made to give more room these are fluted and the wall panels embossed.

AUTO FIRM HAS DAILY REPORTS Keeps Posted on the Weather in All be one of the cleverest lines of cars pro-Parts of the United States

and Mexico.

Secretary of Agriculture Wilson has a ket with the Auburn car, is always kickkeen rival in General Sales Manager ing. He has no complaint about his busi-George W. Bennett of she Willys-Overland ness, however-his one source of aggravacompany. Mr. Bennett has inaugurated a tion is caused by the fact that he cannot daily report system, by which the Over- fill the orders he is able to take. The land office sales force is kept informed Auburn car is so good this year and so of crop, weather and commercial condition from all parts of the United States, try are having the same trouble as Mr. Canada and Mexico. These reports fur- Avery. A carload came in this week, but nished by the Overland representatives act they went directly to owners, still leaving as a barometer for Mr. Bennett in his the stock depleted.

Stearns-Knight Auto, with the Knight and high regard with which Mr. Smith

Motor, is Awaited with Considerable Interest. Next week the much talked of Stearns- motor car in his hands is predicted.

Knight automobile is due to arrive. Dr. Bradbury, who is now heavily interested in the Stearns business throughout Iowa and latter one day last week: "August 22. Nebraska says that this will be a regular 1811. Dear Sirs: Yours of the 21st at Stearns-Knight year. Everybody is curious hand. I am beginning to think auto. for to see the car with the wanderful Knight I have had more bad luck with horses motor. So sanguine are they of its demon- this year already than I can stand. Had strated practicability that a number of two runaways and one horse has been orders have been placed without a demon- laid up two weeks today from a nail in stration or without the purchaser even see- his foot. Say, that sounds like a tire

Persistent Advertising is the Road to Big way. You may send me a catalog as am interested."

Along Auto Row

New Home for the Cadillac in Omaha is Under Way-What the Local Dealers Are Doing

George Reim is spending a whole lot of his time nowadays speeding up the workmen who are constructing the new building to be occupied by the Cadillac agents in Omaha. It will be a comodious affair about three times as large as the present location and is promised for November 1 More than thirty-five of the 1912 Cadillacs have already been sold and the new and larger quarters will not be required for some time, because all the cars that will arrive during the next thirty days will go to people who have placed orders some

A great trip was the one taken by Denise Barkalow last week, who drove from Omaha to Denver. Plenty of shooting material was carried by his party and a lot of fun was had shooting game in the western part of the state. It is evident that the trip was the most pleasant one because when he left Omaha his intention was to stay only three or four days, but this was stretched into about ten-

The Marmon car is now sold in Omaha. Mr. McDonald, who has sold so many Marion cars in this territory, signed up last week as distributor for the Marmon. This does not affect the Marion agency.

For 1912, Guy L. Smith says he will have a car for every man, having closed negotiations for the Hudson, making a complete line ranging in price from \$1.600 to \$7,000, meeting the car buyer's requirements in both price and car.

The Regal Motor Car company has estabable condition at the end of a long ride lished a factory branch in Omaha and the building at 2129 Farnam street, formerly and into dry, clean clothes with the least ocupied by the Kissel Kar agency, is being fitted up for the Regal. This is the car The practice of keeping the car at home which is attracting so much attention beis more practical and satisfactory now cause of its singular construction. It is have been brought to a degree of relia- permits of the body of the car coming very bility and durability that makes frequent close to the ground and at the same time and extensive repairing unnecessary. The giving even a greater clearance than some

The 1912 Chalmers car is in Omaha. The Chalmers people have certainly gone the limit this year in producing a car that takes very high rank in the matter of style. Black wheel base, black hood with a beautiful olive green body gives a most pleasing appearance. The car is equipped with selfstarter and other up-to-date improvements. Tom Bromwell, the big chief up at the Fredrickson company, has his hands full tance to a public garage is not great and taking orders for this "toppy" car. Several carloads arrived during the last week, but all have found their way into the hands of their new owners, with the exception of nature, inexpensive and occupy very little a fouring and runabout style which Bromwell retained for demonstrating cars, refusing absolutely to sell them.

Several hundred cars of all makes and the machine and freedom of action for sizes, from the lowly runabout to the car of high price and power, are owned There are often numerous objections to by the city of New York at the present building a permanent private garage. The time. The heads and sub-heads of departservices of an architect might be required. ments, whose work calls them almost construction might take too long and the daily to the outlying districts, demand manoise and debris of building would be chines with the ability to "get there," and objectionable. More important than these it is with these members of the city govconditions, however, may be the fact that ernment that the Lozier car has found the possessor or intending purchaser of high favor. With the recent purchase of the automobile is only a tenant and does three Lozier cars by the city of New York, on the construction of a special garage make now in the service of the metropolis that must be left behind and become a total fifteen, all being used by commis-

The little sheet metal garage standing at This situation is very nicely met by the Twenty-first and Farnam streets, is makportable or knockdown garage, a construc- ing a number of sales for the Kirklandtion that has come into widespread and Hickman company, the western agents. common use among motorists. The ad- The little garage which is a portable knock-vantage of the portable garage are so down affair is easily erected anywhere and generally recognized that at least one makes a most suitable housing for either manufacturing concern is devoting its en- one or two machines at a very economical figure.

are attracting customers every day. The Added to the advantages already pointed Columbia people are having their Knight

"Beauty" Murphy, as Bert Murphy is hinged doors and two windows, to \$867 for called by his friends, is going to place a a double or two-car garage of the same large Kelly motor truck in the Omaha construction measuring 20x24 feet, fitted Motor club endurance run to be held the with two sets of glass-paneled doors. Prob- latter part of this week. Murphy will take ably the most inexpensive garage is one with him on the truck half a dozen of his costing \$128 which has dimensions of 10x12 friends in addition to provisions adaptable feet, gable roof, two windows, double en- to crossing a desert or exploring the north trance doors, and a side door, a two-foot- pole. Last year a Kelly truck entered in the wide work bench about ten feet long, and contest and after completing the circuit a five-shelf cupboard with hinged doors, reached Omaha before some of the pleasure

Mr. McIntyre of the McIntyre Automobile proof, met arages, 10x14 feet, with gable company, the local Oakland agent, is very of doors, one window, but no proud of the manner in which his garage floor, can be bought for \$140, or one 14x20 is being redecorated. It has been thorfeet for about \$230. The material is galvan- oughly gone over and wherever changes painted unless desired, and the roof panels have been effected, with the result that his place is one of the brightest and most practical garages along Automobile row. The 1913 catalogues are in, and from pictures which Mr. McIntyre has this will

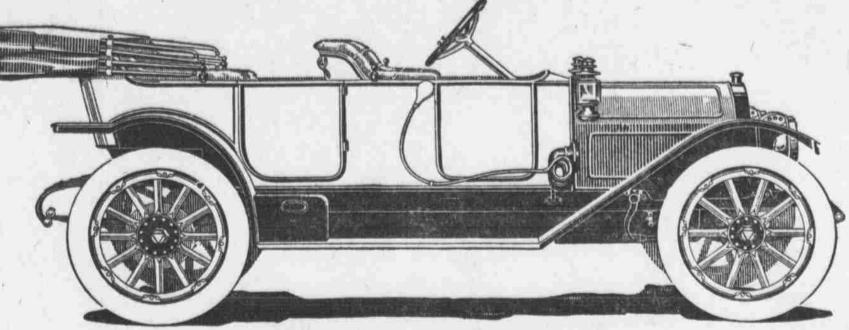
A. A. Avery, who is filling this local mar-

duced for the 1913 season.

Guy L. Smith the popular Franklin and NEW CAR HERE NEXT WEEK Peerless agent has taken the agency for the Hudson for 1912. With the respect is held throughout the automobile circles a most successful career for the Hudson

> One of the dealers received the following puncture, but if it kills him it means \$175, that would fix one puncture any

The 1912 HUDSON "33"



"33" Touring Car---\$1,600 Complete

There are four HUDSON "33" models for 1912. A large, roomy five-passenger Touring Car, shown above—a smart Torpedo of long, rakish lines—a Roadster of unusual beauty and comfort and a Mile-a-Minute Roadster which is speedy enough to make a showing in any amateur speed or hill climbing contest. The price of each model is \$1,600 complete, f. o. b. Detroit.

Equipment includes 34x4-inch tires on Demountable rims. Bosch marneto and storage battery, genuine Mohair top, with complete set of curtains, wind shield, tire irons, extra Demountable tire rims. Prest-O-Lite tank, hig beautiful lamps, black enameled, foot and robe ralls, license number holders, tool box on running board, tools, tire repair cutfit, etc.

Roadsters have special luggage box on rear, around which extra tires can be carried. Mile-a-Minute car has storm apron instead of wind shield and top and is equipped with 100-mile-an-hour Warner Auto-meter. The wheels on this car are 32-inch with 4-inch tires, which permit of faster driving with greater safety than is possible with larger wheels.

Why the Value is Even Greater this Year

Some Extraordinary Things Have Been Done to Accomplish This Result—Come See What They Are

The above is an illustration of the HUDSON "33" 1912 Touring Car. There are three other models—a Torpedo, long, low and snappy in appearance—a Roadster, handsome and comfortable, and a Mile-a-Minute car, fast enough for any amateur contest.

This cut indicates as well as can be done by picture, the great beauty of the car, which for the past year has been the most talked about automobile in America. It is impossible to show by drawing or photograph, all the improvements that have been added to the 1912 model.

The best way to understand why it is a greater value than was the 1911 car, is to know what was done to produce that result. By telling you that, you can appreciate this new value more than would be possible either by illustration or by description.

The Engineering Board of the HUDSON Motor Car Company is made up of the largest number of experts ever employed by any one manufacturer. These men are specialists in many different branches of automobile engineering. At the head of this staff of experts is Howard E. Coffin, the man responsible for the HUDSON '33."

gestion for the improvement and betterment of HUD-SON cars. Each of these experts has won his way by the work he has done. Each man knows something which others don't know. Each has done something which others have not done.

Owners Have Helped

We have hundreds of letters from owners telling their experience with the "33." What they reported was tabulated and so when work was started we had accurate information upon which to base our plans for the 1912 car.

Each suggestion was thoroughly considered by the Board of Engineers. Then Mr. Coffin instructed these specialists to do what they could to make the 1912 car a greater value than was that of 1911. Each man was assigned to some particular work. One was instructed to add to the beauty of the car. Another devoted his time to working out ideas that would add to the convenience the car would afford to passengers.

Went to Europe for Ideas

One man went to Europe to get ideas. He visited the leading factories there and attended the great Paris and London Automobile Shows. He wanted to see how makers aboad were building their cars. He came back with a trunk full of notes.

A specialist on carburetion went into the laboratories of the largest carburetor manufacturer and with the experts there worked out an improved system. which has resulted in greater power and economy for the motor. So exhaustive were his tests that he called in the chemists and experts of the Standard Oil Company and had their assistance in determining what was needed for obtaining an increased efficiency from the ever decreasing quality of gasoline.

Another man-trained by long experience for that special kind of work-gave his attention to improving the spring action of the car. He tested many types of springs. He drove cars over every kind of roads. He experimented with other cars to learn any advantages they might have.

The expert on factory management spent his time in the plant organizing his men, teaching them to build better. The man who had made a reputation for himself as a designer of special machinery worked out ideas for increasing factory efficiency in that direction. No work could have been more complete than that which these men did.

All Submitted to Experts

Then Mr. Coffin called them all into session and for days the suggestions of each expert was submitted to the consideration of his associates. In this way many additional ideas were brought out. No suggestion was accepted that did not meet with the unanimous approval of the Engineering Board. If there was any doubt about the value of any feature, it was tried out

by actual tests on cars built especially for that purpose. Then the first 1912 car was built and all the ideas adopted were proven in a service ten times more severe than any one would ever think of demanding of his car. The result of all that careful, accurate planning and testing, under the inspiration of Howard E. Coffin, is the 1912 HUDSON "33."

Yet There Was Little Change

You might conclude from this that the car is totally different from that of last year. As a matter of fact however, there has been little change in the essntials of its design. In a few places the simplicity of the original model has been made even more simple. A few more parts have been eliminated and a great deal has been accomplished in the way of smoother, quieter operation. The 1911 "33" is famed as being as quiet

This year sound has been made even less noticeable It is difficult to compare the new car with the original. But you can at a glance at the car itself, note come of the changes that have been made.

The equipment is of a much better grade will ride in the two models you will observe the greater motor flexibility of the 1912 car. You can see an increased value in the quality of upholstering, in the higher grade painting, but you cannot so easily appreciate the improvements that have been made in the quality of materials, in the fineness of the metals and the character of the workmanship.

Widely Different From All Other Cars

The above comparisons have all been made with the 1911 HUDSON "33."

It would not be so difficult to show the greater value of the present model if it were considered in connection with any other automobile that you can buy under

Last year the HUDSON "33" established such a mark for its simplicity, power, sturdiness and general value that it won its way wherever buyers gave close attention to its details.

People in all sections bought the HUDSON "33" because it was designed by Howard E. Coffin. Most of these buyers were persons who had owned cars of his earlier models. They knew from what he had done before what to expect from his latest car. The first day the HUDSON "33" was put on sale orders were taken by dealers throughout the country for 687 cars. These are bona-fide sales that were made without, in most cases, even a demonstration.

2,000 Cars Oversold

At the close of the season there were orders on hand for more than 2,000 in excess of the number we could build. Even before a single 1912 model was shown dealers had deposits in hand from their customers who thus had assured themselves an early delivery of the latest model.

These are important indications of what car it is best for you to choose. Nothing quite so thoroughly shows the value of an automobile as the way the public takes to it. Its sales in any one locality would indicate very little. Consider what it has done throughout the country, however, and you have the net expression of many buyers. HUDSON cars are successfully operated over every kind of road. Buyers choose the "33" because it proved to be the car best suited for all needs. As all sections are using the "33," it shows it is ideal for every requirement.

World Wide Demand

The world wide demand for the HUDSON "33"and that statement is emphatically true-is a positive proof that it more nearly approaches the ideal car than was ever before offered at less than \$2,500.

We urge all who are competent to do so, to thoroughly investigate every detail of the HUDSON "33." But we caution those who do not intimately understand automobiles, their needs and the development that has recently been made in the way of simplicity, not to attempt to judge values in that manner.

Nothing is quite so dangerous as a little knowledge. It deceives the buyer and often results in his selecting not the best but the poorest car to be had for the

All Makers Give Quality-Not All, Tho, Have Engineering Cleverness

We believe all makers are building the best cars they are able to build for the money. Competition guarantees that. But willingness to furnish good quality does not assure that that is being done. Skill, experience and an efficient organization is necessary. All engineers do not possess the same degree of clevernessor experience. Capital will buy modern machinery. It will secure the best of materials, but it will not always get the best engineering brains. It cannot even get the best out of the brains it can employ. Genius works only when it is associated with genius and workmen do their best only when directed by a recognized master.

Design is the basis of all good value. Without that, the car is only partly right. All experienced automobilists know that. Everyone in the trade knows Howard E. Coffin to be the greatest designer of automobiles this country has ever produced. Everyone in the business knows equally as well that the organization which controls the HUDSON Motor Car Company has built all the cars Mr. Coffin has designed

Each of these cars was a leader until Mr. Coffin made it less desirable by the production of a car more modern and of consequently greater value.

Millions of dollars have been put into HUDSON cars by experienced buyers, just because of their confidence in the designer, the enginers who are his assistants and the company and organization that is building the cars. These buyers have asked for no details.

Expert as some of them are, they have not depended upon their own judgment so much as they have been influenced by their knowledge of the men who are responsible for the HUDSON "33."

Choose Your Car That Way

If you accept that suggestion and then look for a car of reputation, just remember that standards of values change and that consequently the car you thought well of a few months ago, may now be selling at a lower price because the more modern HUDSON "33" has established a new era in motor car designing. You will naturally want the latest. Then don't be

influenced too strongly by a low price, or by the statement that the motor is bigger, or other claims that are intended to obscure the main point of simplicity. If your car has all the power you will ever need to

use, that is all you need to consider. If a car can be obtained at a hundred dollars less than that at which you can get the HUDSON "33," then look for the comparative simplicity of the two cars. If you choose the HUDSON "33" you will have

satisfaction in knowing that you have the car which everyone admits to be the leader of its class-to be the one advanced car of the past three years.

Why You Should Not Delay

You have your choice of many automobiles. The most desirable cars will be taken first. Last year's popularity indicates a heavy demand for this greater value of the 1912 model.

There is a limit to the number of cars the factory can produce. Since 2,000 individuals were disappointed last spring at not being able to get the "33," what may we not expect this fall?

By taking a "33" now you can use it all summer, fall and winter and still have an up-to-date car in the spring. Many HUDSON dealers have booked orders for the 1912 model even before they knew its details. We advise immediate action if you are to get prompt delivery of the one advanced car of the past three

HUDSON MOTOR CAR CO., Detroit.

A Special Word of Importance We endorse with our capital and business future every word of the above. This we would not do if there were any doubt in our mind about the value of the HUDSON "33." Our success depends upon our knowing the automobile situation thoroughly. We have opportunities for more thorough investigation of values than has any individual.

The mere fact that we have chosen the HUDSON "33" as the best value that can be had at the price-that we are going the limit with our business standing in this community and have bought a large quantity of cars-depositing our own funds with the manufacturers to assure our receiving deliveries, is a guarantee of what we think of the HUDSON "33." What greater assurance can you ask?

See the Triangle on the Rediator

GUY L. SMITH, Distributor, 2205-7 Farnam St. Omaha, Nebraska.

1912 Demonstrator has arrived. Immediate deliveries. I want good live dealers in every good town in Nebraska and Western Iowa. Better look over the Hudson line before signing up 1912 contracts. Better write today for territory and dealer's proposition. Tomorrow may be too late. "Do it now."